

## CLAIMS:

1. A set top box comprising:
  - a display interface for outputting display data;
  - an input for receiving viewer commands;
  - 5 an interface for sending the viewer commands to be analyzed;
  - an interface for receiving customized electronic program guide (EPG) data;
  - and
  - a processor for creating a customized EPG display from the received customized EPG data for output to the display interface, wherein the received customized
  - 10 EPG data is based on the analyzed viewer commands.
2. The set top box of claim 1 further comprising a memory for storing viewer commands.
- 15 3. The set top box of claim 2 wherein the stored viewer commands are periodically accessed by the processor and sent to a host for analysis.
4. The set top box of claim 1 wherein the processor runs a browser application and the browser application creates the customized EPG.
- 20 5. The set top box of claim 1 further comprising a memory for storing customized EPG data wherein the processor uses the stored customized EPG data to create the customized EPG for display.
- 25 6. The set top box of claim 5 wherein the processor receives default EPG data for creating an EPG, accesses the stored customized EPG data from the memory, and creates the customized EPG from the received default EPG data and the stored customized EPG data.
- 30 7. The set top box of claim 5 wherein the processor creates the customized EPG from the stored customized EPG data when the set top box is offline.

8. The set top box of claim 1 wherein the customized EPG data include a commercial or advertising.

9. The set top box of claim 1 wherein the customized EPG data include one or  
5 more mini-guides.

10. The set top box of claim 1 wherein processor determines the identity of a viewer from the input viewer command and creates the customized EPG based on the determined viewer identity.

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11. The set top box of claim 1 further comprising a memory wherein the processor determines the identity of a viewer based on an input viewer command and stores the input viewer command in a viewer file that is associated with the determined viewer identity.

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12. A method for display a customized electronic program guide (EPG) comprising:

receiving viewer commands;

sending the viewer commands to be analyzed;

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receiving customized EPG data based on the analyzed commands;

creating a customized EPG display from the received customized EPG data;

and

displaying the customized EPG.

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13. The method of claim 12 further comprising storing the viewer commands.

14. The method of claim 13 further comprising periodically accessing the stored viewer commands and sending the stored viewer commands to be analyzed.

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15. The method of claim 12 further comprising storing the customized EPG data and creating the customized EPG from the stored customized EPG data.

16. The method of claim 12 further comprising using a browser application running on a processor to create the customized EPG.

17. The method of claim 15 further comprising receiving default EPG data for creating an EPG and accessing the stored customized EPG data to create a customized EPG from the received default EPG data and the stored customized EPG data.

18. The method of claim 15 wherein the customized EPG data include a commercial or advertising.

19. The method of claim 12 further comprising determining the identity of a viewer from the input viewer commands and creating the customized EPG based on the determined viewer identity.

20. The method of claim 12 further comprising determining the identity of the viewer and storing the viewer commands in a viewer file that is associated with the determined viewer identity.

21. The method of claim 12 wherein the customized EPG data include one or more mini-guides.

22. A method for creating an electronic program guide (EPG) comprising:  
receiving a viewer's input to a set top box;  
analyzing the viewer's input; and  
customizing content for the EPG based on the viewer's analyzed input.

23. The method of claim 22 wherein receiving the viewer's input includes receiving signals associated with a viewer input device.

24. The method of claim 22 further comprising periodically receiving an additional viewer's input data, analyzing the additional viewer's input, and customizing the content for the EPG based on the additional viewer's input.

25. The method of claim 22 comprising sending customized EPG data to the viewer for display.

5 26. The method of claim 25 further comprising sending customized EPG data associated with a section of the customized EPG.

27. The method of claim 22 wherein the receiving of the viewer's input includes receiving data indicating at least one of a change of channels, a guide selection, a category  
10 selection, a programming selection, a recorded program, an indication of viewed web content, a purchase or transaction, and a rating of a show.

28. The method of claim 22 wherein the customized EPG data include one or more mini-guides.

15 29. A host comprising:  
an interface for receiving a viewer's set top box input;  
a processor for analyzing the viewer's input; and  
a processor for determining customized data for an electronic program guide (EPG)  
20 based on the viewer's analyzed input.

30. The host of claim 29 wherein the viewer's input includes a signal from a viewer input device.

25 31. The host of claim 29 wherein the host periodically receives an additional viewer's input data that is analyzed and used to determine customized content for the EPG.

32. The host of claim 29 comprising an interface for sending customized EPG data to the viewer for display.

30 33. The host of claim 29 further comprising an interface for sending customized EPG data associated with a section of the customized EPG.

34. The host of claim 29 wherein the viewer's input includes data indicating at least one of a change of channels, a guide selection, a category selection, a programming selection, a recorded program, an indication of viewed web content, a purchase or transaction, and a rating of a show.

35. The host of claim 29 wherein the customized EPG data include one or more mini-guides.

36. A set top box comprising:  
a display interface for outputting display data;  
an input for receiving viewer commands; and  
a processor for analyzing the viewer commands and creating a customized EPG display based on the analyzed viewer commands.

37. The set top box of claim 36 further comprising a memory for storing viewer commands.

38. The set top box of claim 37 further comprising an interface for sending the viewer commands to be analyzed, wherein the stored viewer commands are periodically accessed by the processor and sent to a host for analysis.

39. The set top box of claim 36 wherein the processor runs a browser application and the browser application creates the customized EPG.

40. The set top box of claim 36 further comprising a memory for storing customized EPG data wherein the processor uses the stored customized EPG data to create the customized EPG for display.

41. The set top box of claim 36 further comprising an interface for receiving customized electronic program guide (EPG) data based on the analyzed viewer command; wherein the processor creates an EPG using the customized EPG data.

42. The set top box of claim 36 further comprising an interface to access the Internet wherein the processor gathers content from the Internet based on the analyzed viewer commands to be included in the customized EPG

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43. The set top box of claim 36 wherein the EPG includes a commercial or advertising.

44. The set top box of claim 36 wherein processor determines the identity of a viewer from the input viewer command and creates the customized EPG based on the determined viewer identity.

45. The set top box of claim 36 further comprising a memory wherein the processor determines the identity of a viewer based on an input viewer command and stores the input viewer command in a viewer file that is associated with the determined viewer identity.

46. The set top box of claim 38 wherein the customized EPG is based on viewer commands analyzed by the processor and by the host.

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47. The set top box of claim 36 wherein the customized EPG data include one or more mini-guides.